

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:) ADVERTISING SYSTEM
BRADLEY S. EMALFARB) USING EXISTING SIGNAGE
Ser. No.: Unassigned)
Filed: Herewith)

INFORMATION DISCLOSURE STATEMENT

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

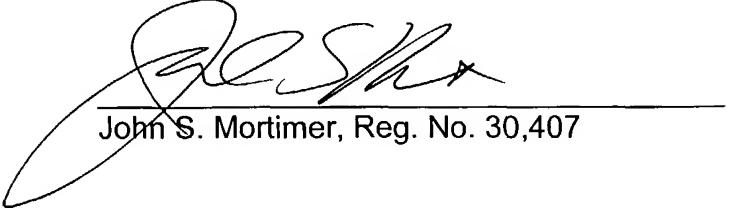
Sir:

Applicant wishes to call the Examiner's attention to the art listed on the attached form PTO-1449. A copy of each reference is attached.

On August 13, 1997, the applicant herein filed U.S. application Ser. No. 08/910,327, which was directed to an Advertising System, which application discloses subject matter common to that in the above application. That application was abandoned after appeal. The art cited during that prosecution is identified herein. The Examiner relied on photographs prepared by her during prosecution. Copies of the Examiner's Actions, in which such art is cited, are being provided herewith.

It is believed that the claims pending in the above application are allowable over the cited references. An early and favorable action on the merits is respectfully requested.

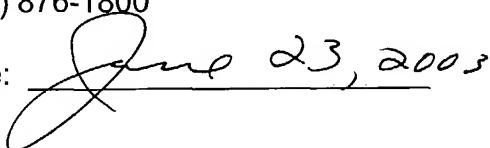
Respectfully submitted,



John S. Mortimer, Reg. No. 30,407

WOOD, PHILLIPS, KATZ
CLARK & MORTIMER
500 W. Madison St., Suite 3800
Chicago, IL 60661
(312) 876-1800

Date:



June 23, 2003

FORM PTO-1449
(REV. 7-80)U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE**LIST OF PRIOR ART CITED BY APPLICANT**
(Use several sheets if necessary)

| | |
|-----------------|------------------|
| ATTY DOCKET NO. | SERIAL NO. |
| APPLICANT: | Bradley Emalfarb |
| FILING DATE | GROUP |

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | DOCUMENT NUMBER | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
|------------------|-----------------|-------|---------|-------|----------|----------------------------|
| AA | 2,641,075 | 6/53 | Saul | | | |
| AB | 2,114,943 | 4/38 | Taylor | | | |
| AC | 3,564,783 | 2/71 | Dunne | | | |
| AD | 3,626,896 | 12/71 | Preeshl | | | |
| AE | 4,205,472 | 6/80 | Shirley | | | |
| AF | 4,837,959 | 6/89 | Celico | | | |
| AG | | | | | | |
| AH | | | | | | |
| AI | | | | | | |
| AJ | | | | | | |
| AK | | | | | | |

FOREIGN PATENT DOCUMENTS

| | DOCUMENT NUMBER | DATE | COUNTRY | CLASS | SUBCLASS | TRANSLATION | |
|----|-----------------|------|---------|-------|----------|-------------|----|
| | | | | | | YES | NO |
| AL | | | | | | | |
| AM | | | | | | | |
| AN | | | | | | | |
| AO | | | | | | | |
| AP | | | | | | | |

OTHER PRIOR ART (Including Author, Title, Date, Pertinent Pages, Etc.)

| | |
|----|--|
| AQ | |
| AR | |
| AS | |

EXAMINER _____ DATE CONSIDERED _____

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and note considered. Include copy of this form with next communication to applicant.